



SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

162752
I/R Code 47.40
December 1987

Canadian Ordinary Sales Revised through December 1987

	Annualized premium (000)			Face amount (000)			Number of policies		
	1986	1987	Ratio 87/86	1986	1987	Ratio 87/86	1986	1987	Ratio 87/86
January	\$ 31,298	\$ 30,268	97%	\$ 4,356,224	\$ 4,363,971	100%	59,543	56,614	95%
February	38,351	38,714	101	5,288,385	5,564,812	105	76,418	77,886	102
March	40,698	43,491	107	5,692,223	6,292,254	111	80,279	83,123	104
April	42,456	40,287	95	6,128,849	5,998,183	98	85,410	79,547	93
May	44,259	41,082	93	6,233,120	6,087,696	98	89,468	80,173	90
June	46,137	48,122	104	6,216,264	7,070,248	114	90,222	91,933	102
July	40,371	41,288	102	5,618,726	6,097,282	109	79,315	75,414	95
August	34,436	34,606	100	4,790,615	5,159,461	108	66,457	64,647	97
September	41,223	43,630	106	5,778,314	6,466,066	112	82,249	85,548	104
October	48,641	45,925	94	6,627,573	6,571,954	99	92,971	85,878	92
November	45,558	51,722	114	6,206,281	7,418,916	120	86,769	93,699	108
December	47,421	50,826	107	6,529,282	7,258,953	111	80,632	84,642	105
Year total	\$500,849	\$509,961	102%	\$69,465,856	\$74,349,796	107%	969,733	959,104	99%

Canadian Group Sales Revised through December 1987

	Annualized premium (000) (11 companies)			Face amount (000) (15 companies)		
	1986	1987	Ratio 87/86	1986	1987	Ratio 87/86
January	\$ 2,209	\$ 9,112	412%	\$ 867,072	\$ 2,319,498	268%
February	5,693	5,234	92	2,649,571	1,614,932	61
March	4,597	9,038	197	1,936,638	3,860,147	199
April	3,477	5,163	148	1,543,075	1,656,866	107
May	3,513	3,916	111	1,190,861	1,422,053	119
June	11,045	7,627	69	3,239,233	2,267,358	70
July	7,815	5,199	67	2,371,312	2,068,645	87
August		4,167	78	1,811,112	1,567,785	87
September		4,408	79	2,204,059	1,729,683	78
October	4,205	2,863	67	1,306,757	1,002,859	77
November	6,450	5,816	90	4,548,355	1,911,906	42
December	11,447	9,505	83	3,438,365	5,827,450	169
Year total	\$71,418	\$72,048	101%	\$27,106,410	\$27,249,182	101%

continued

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1987 Monthly Product Allocations
(Based on 20 Product Market Share Contributors)

	Universal life	Current- assumption whole life	Term	Other permanent
January	13%	15%	24%	48%
February	14	15	23	48
March	16	16	22	46
April	16	15	23	46
May	15	15	23	47
June	16	13	25	46
July	16	12	25	47
August	17	13	25	45
September	18	15	24	43
October	18	12	23	47
November	17	12	24	47
December	19	10	25	46
Year total	16%	14%	24%	46%